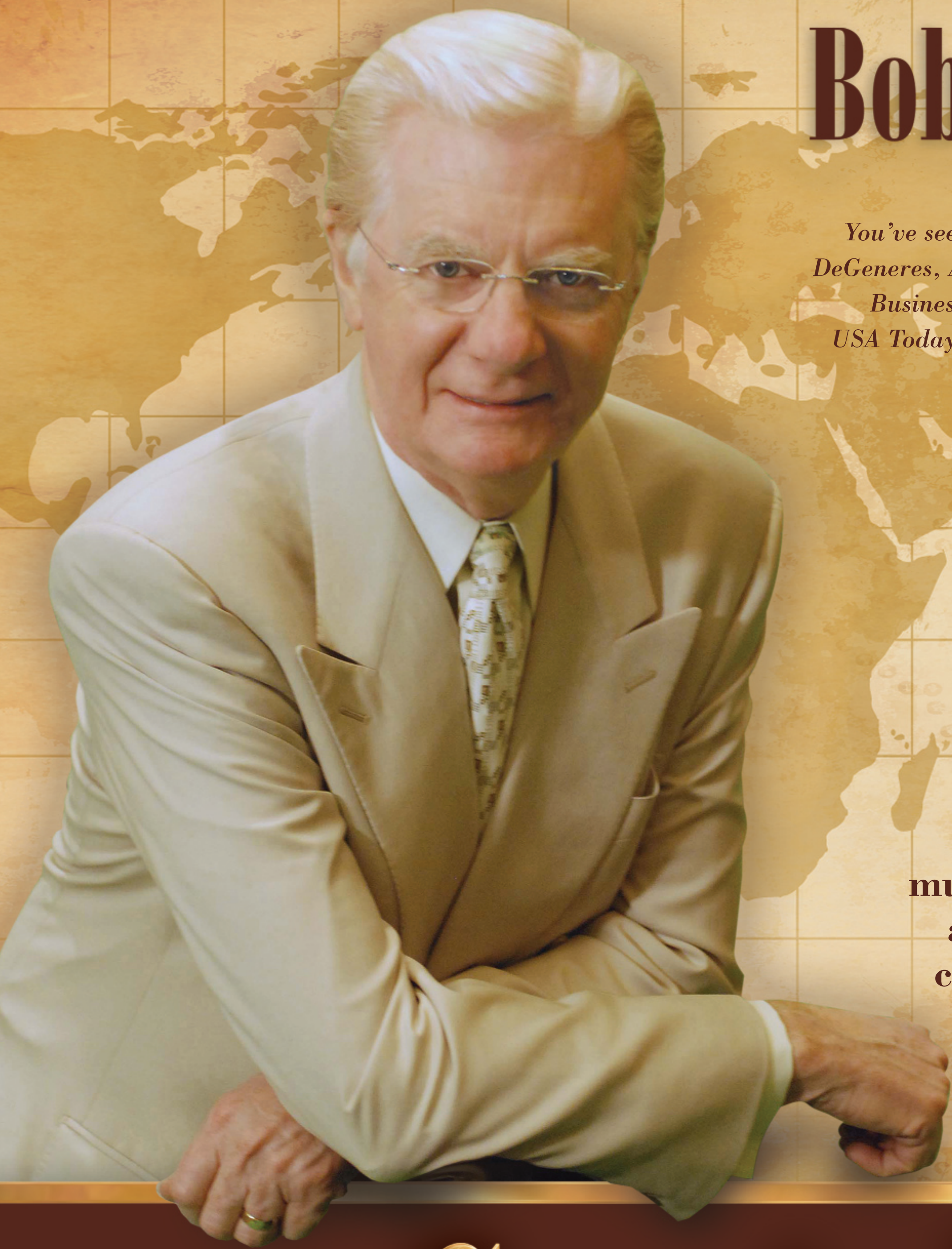


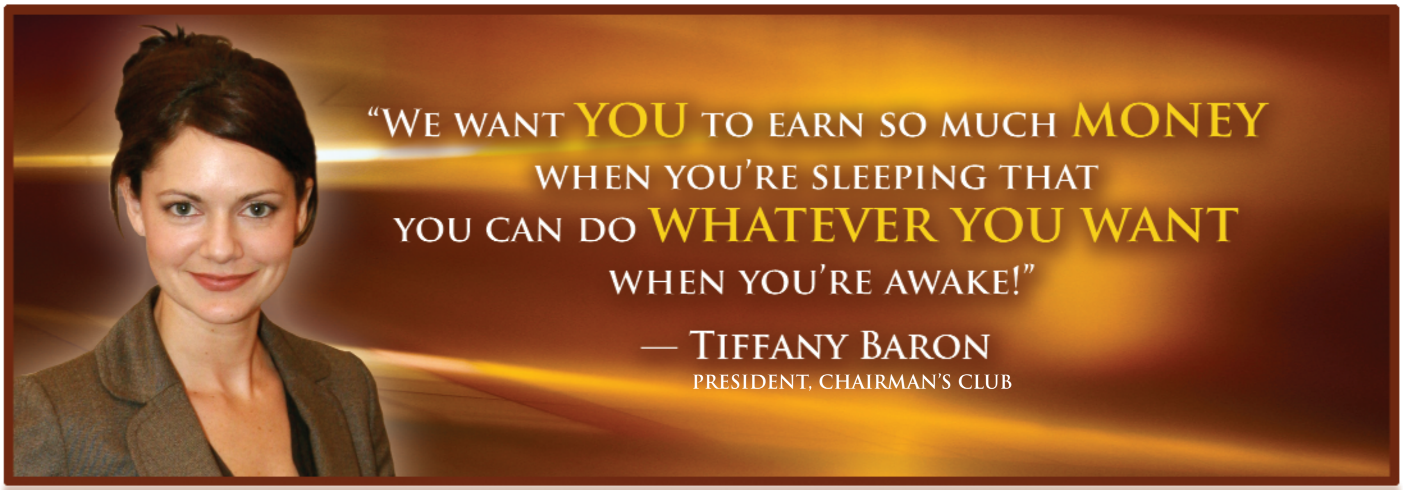
Bob Proctor

Featured in "The Secret"

You've seen him on Larry King Live, Ellen DeGeneres, ABC's Nightline, Time Magazine, BusinessWeek, The Wall Street Journal, USA Today and hundreds of other places… now let him coach you to riches.

"You can earn so much money while you are sleeping that you can do what you want while you are awake."

Create Your Own Economy



NAME

DATE

LifeSuccess Productions
CHAIRMAN'S CLUB
Where Wealth is a Predictable Result

THE PROSPERITY FORMULA

CREATE YOUR OWN ECONOMY is a comprehensive wealth creation program that is based on a Prosperity Formula C3™: Consciousness, Creativity and Connections. The formula has been used by founders of the Chairman's Club to earn millions of dollars. Members of the Chairman's Club from all over the world are using this formula to duplicate what the people who originated the Club have done. The Prosperity Formula C3™ has been embedded in every lesson of **Create Your Own Economy**, and can now enable you to enjoy the financial rewards thousands of others are enjoying all over the world.

CONSCIOUSNESS

Consciousness, or conscious awareness, is a subject that most people give very little thought to; yet, it governs our success in life. The more you raise your level of consciousness the more you will improve the quality of your life. A person does not earn $100,000 a year because they want $100,000 a year. They earn $100,000 a year because they are not consciously aware of how to earn $100,000 a month. Every aspect of the **Create Your Own Economy** program has been designed to assist you in developing a greater conscious awareness of the critical elements that are vital to your ability to earn money. The higher you raise your consciousness the more your creativity will flow.

CREATIVITY

Go back in human history as far as you choose, and you will find that wealthy individuals have always had Multiple Sources Of Income. A critical component in the **Create Your Own Economy** program is using your creativity to develop and set up Multiple Sources of Income. Through the effective use of this program, you will begin to develop your Creative Potential and it will be reflected in the number and quality of MSIs you establish. The more creative you become the more you will attract powerful connections.

CONNECTIONS

Connections, the final component of the Prosperity Formula C3™, is what enables you to leverage yourself, your time and your ideas. The connections you attract accelerate the growth in creating your own economy. Other people contribute to your success probably more than any other single component. The more connections you attract the greater will be your success. As you connect with some individuals, joint ventures will be established; together you cooperate to create additional sources of income and all involved will enjoy the benefits.

Interestingly, you can have the things you want, all of them, and you will have them when you incorporate this formula into your way of thinking and into your way of life. Congratulations, you are now on your way to **Create Your Own Economy**.

TABLE OF CONTENTS

The Starting Point

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THE STARTING POINT

Decision

THE DECISION

Create Your Own Economy is what most people would love to do; however, they treat the idea like a fantasy. They truly do not believe it is possible. When you have completed this program, you will not only believe that you can **Create Your Own Economy**, you will also understand how it is possible. You will be in complete control of your financial future.

The subject of money has truly fascinated most people for a long time. Surprisingly, you are going to find, if you have not already, that you could actually look all day, possibly even all month, and not find anyone who really understands how to earn money. At first, you may think that is a grossly exaggerated statement; however, the more you are involved with this subject the more you will realize it is fairly accurate. **1% of our population earns approximately 96% of all the money that is being earned.** You can go right through our educational system and not learn one thing about earning money. Almost everything that you and I have been taught about money as we were growing up was incorrect. The masses operate under the false assumption that the people who go to work and earn an income know how to earn money. The truth is, they are merely grinding out a living. They are following a strategy for earning money that will not permit them to live the good life. Unfortunately, most people are in the habit of living this way—one day leads to the next, soon days run into years, and nothing changes. Most of these people are certainly not stupid. They are intelligent, good people; however, habit has taken control. The reason there are so many poor old people is because there are a lot of poor young people who grow old and never learn the truth about money.

When most people are growing up, they were left with the impression that if you were going to earn a lot of money, you had to be really bright, well educated and lucky. The truth is that earning money does not necessarily have anything to do with luck, age, gender, geography, formal education, background or business experience.

If you want to earn a lot of money, there is one simple prerequisite—you must make a decision that you are going to earn a lot of money, that is it. It is as simple as it sounds. Kick it around as much as you want, but at the final analysis you will find that that is the common denominator that has enabled wealthy people to earn a lot of money. Decision! Once that decision is made you will then, very likely, follow a strategy that you would use when you've made a decision to do anything else that you didn't know how to do ... you would go to someone who has demonstrated, by results, that they know how, and you would follow their advice.

To properly prepare yourself to make the decision to create wealth, it is suggested that you give your attention to the following three very important subjects and the accompanying exercises.

1. **The Big Money**
2. **The Starting Point**
3. **Point A and B**

THE STARTING POINT

The Big Money

"When money comes in quantities known as "the big money," it flows to the one who accumulates it, as easily as water flows down hill. There exists a great unseen stream of POWER, which may be compared to a river; except that one side flows in one direction, carrying all who get into that side of the stream, onward and upward to WEALTH—and the other side flows in the opposite direction, carrying all who are unfortunate enough to get into it (and not able to extricate themselves from it), downward to misery and POVERTY.

Every man who has accumulated a great fortune, has recognized the existence of this stream of life. It consists of one's THINKING PROCESS. The positive emotions of thought form the side of the stream which carries one to fortune. The negative emotions form the side which carries one down to poverty.

This carries a thought of stupendous importance to the person who is following this with the object of accumulating a fortune.

If you are in the side of the stream of POWER which leads to poverty, this may serve as an oar, by which you may propel yourself over into the other side of the stream. It can serve you ONLY through application and use. Merely reading, and passing judgment on it, either one way or another, will in no way benefit you."

Poverty and riches often change places. Poverty may, and generally does, voluntarily take the place of riches. When riches take the place of poverty, the change is usually brought about through well-conceived and carefully executed PLANS. Poverty needs no plan. It needs no one to aid it, because it is bold and ruthless. Riches are shy and timid. They have to be "attracted."

NAPOLEON HILL

Describe the lifestyle you will enjoy when you are earning the Big Money.

I am so happy and grateful now that:

THE STARTING POINT

The Change

"It's an old saying that "Order is Heaven's First Law," and like many other old sayings it contains a much deeper philosophy than appears immediately on the surface.

Getting things into a better order is the great secret of progress, and we are now able to fly through the air, not because the laws of Nature have altered, but because we have learned to arrange things in the right order to produce this result—the things themselves had existed from the beginning of the world, but what was wanting was the introduction of a Personal Factor which, by an intelligent perception of the possibilities contained in the laws of Nature, should be able to bring into working reality ideas which previous generations would have laughed at as the absurd fancies of an unbalanced mind.

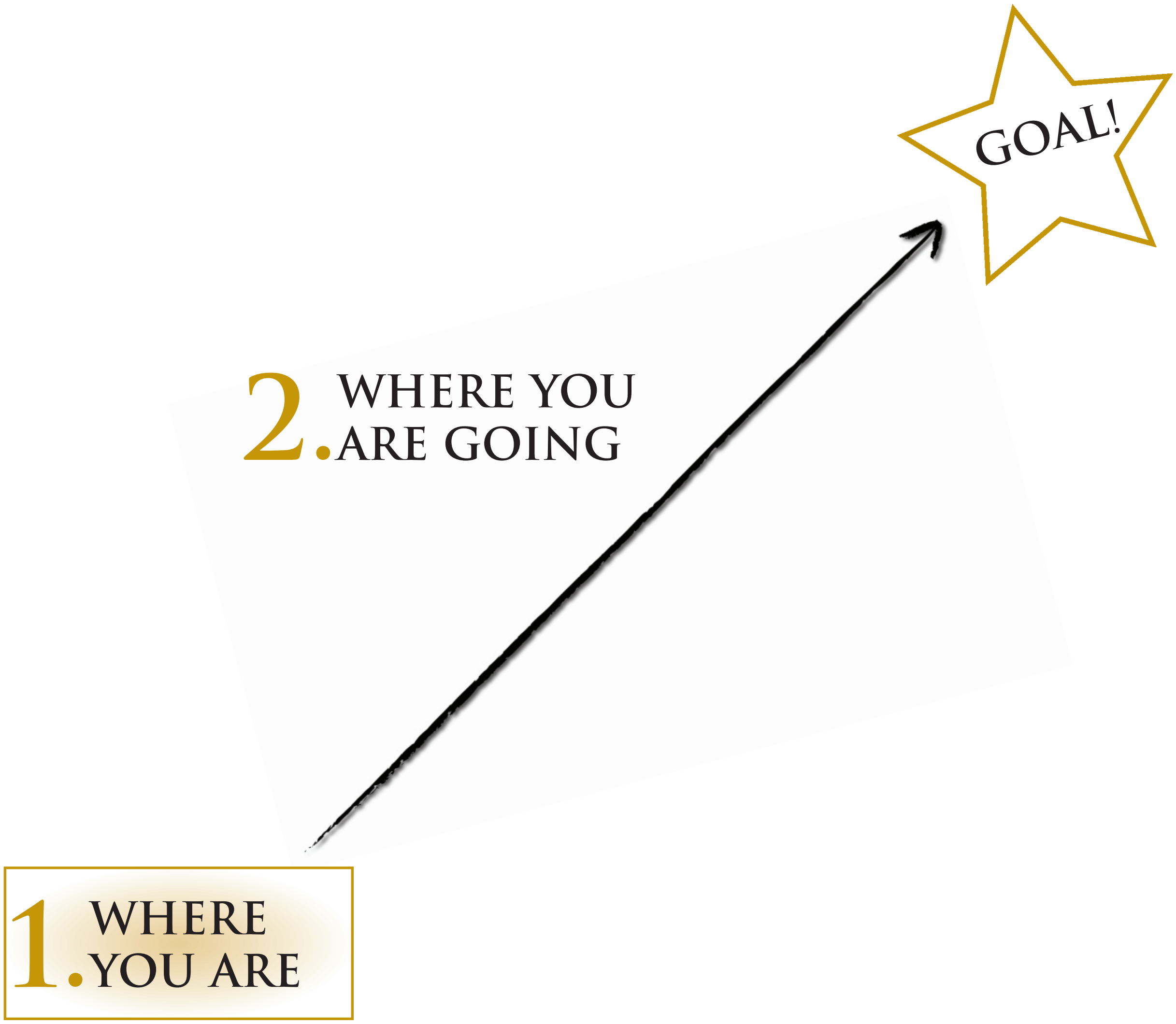
The lesson to be learned from the practical aviation of the present day is that of the triumph of principle over precedent, of the working out of an idea to its logical conclusions in spite of the accumulated testimony of all past experience to the contrary; and with such a notable example before us can we say that it is futile to inquire whether by the same method we may not unlock still more important secrets and gain some knowledge of the unseen causes which are at the back of external and visible conditions, and then by bringing these unseen causes into a better order make practical working realities of possibilities which at present seem but fantastic dreams."

THOMAS TROWARD

THIS IS YOUR POINT OF CHANGE

Based on the information you have covered to this point, make a written description of the changes you are going to make in your life to begin to create your own economy.

Point A/ Point B



You Must Know Two Things To Succeed

Where You Are – your current thoughts, habits, beliefs, behaviors or actions.

Goal – the result or achievement toward which effort/action/behavior is directed.

By having an honest understanding of where you are, you will then be aware of what habits and behaviors you need to change in order to get to your goal.

Where You Are = Your Current Results
New Thoughts/Behaviors = Desired Results (Goal)

WHERE ARE YOU?

What is the greatest amount of money you have ever earned in a year?________________

How many years did you earn that amount?________________

Place an X in the box that best describes how you spend your days.

- ☐ Highly productive
- ☐ Some days productive, some not
- ☐ I am busy all day
- ☐ I plan my day and then get distracted with other things
- ☐ Feeling stuck

In your own words, make a written description of how you spend what you would consider to be an average day. Write this in such a way that your life depends upon how honest you are.

Notes

FIRST, YOU MUST DECIDE HOW MUCH MONEY YOU REALLY WANT.

It's estimated that only three percent of the population decide on the money they'll earn—and then grow as individuals into the size of the income they seek. They take their lives, their fortunes and their futures into their own hands as they should, and accomplish their goals, right on schedule, all the years of their lives. You can do the same thing ... create your own economy ... starting RIGHT NOW!

This Is My Decision

I am so happy and grateful now that:

Formula For Fulfillment

LifeSuccess Productions
CHAIRMAN'S CLUB
Where Wealth is a Predictable Result

This particular lesson in **Create Your Own Economy** is without question the most important lesson, and is actually the compass utilized to guide all of your goals and activities in the future. This lesson is the mental instrument that keeps you on course, and helps determine if the objectives or goals you have established are the right ones for you. Being the most important, you may possibly find it is the most difficult to execute. You might be inclined to set everything aside until this lesson is complete, but that would be an error. It is important that you move into action immediately to begin to create new sources of income. Setting up multiple sources of income is what wealthy people have always done. Now, although I am suggesting that you do not set everything aside to establish your purpose, that does not mean that this lesson should not receive high priority. Spend time every day meditating, thinking and reflecting until you have your purpose firmly established in your mind.

Purpose, Vision, Goals

PURPOSE, VISION, GOALS

Do you have a definite purpose that guides your ambitions, vision, and goals?

It doesn't matter how you think you arrived here on this planet or under whose direction – the fact remains that each of us has specific talents and gifts that are uniquely coded within our own DNA.

As you go through life, you don't just pick up things you like doing by chance. You discover what you're good at because you were meant to discover it, just as you were meant to figure out what your fingers do, and how your elbows work. Your unique gifts are hard-wired into your system just as surely as your lungs are given their blueprint to breathe.

And it's from these specific talents and gifts that you're able to define and determine your definite purpose … the reason why you're here. What's in you cannot be found in another living human being. In fact, it's quite possible that what you bring to the table hasn't been duplicated – ever – since time began.

What a different story people would have to tell if they would adopt a definite purpose and stand by that purpose until it had time to become an all-consuming purpose."

NAPOLEON HILL
Laws of Success

That's right! This "purpose" is serious business.

If you fail to determine your definite purpose, everything else is wrong. It's like working with a broken compass – you may think you're going North, but you're not. You're not sure which direction you're heading, so, you're just wandering aimlessly.

Without your purpose identified firmly in your mind, you will wander through life, never quite feeling that you're "in the flow." I say, then, that it's imperative you recognize what it is you're good at – what it is you really love to do. Your purpose in this lifetime is to do the thing that you love.

People will tell you they already know what they're good at, and what they love to do most, but they'll never earn money doing it. Whoever gave you THAT idea? When you're sorting out your purpose, I don't want you thinking about THAT non-issue at all. You can earn money at ANYTHING. Once you determine your purpose, you won't even have to think hard on HOW to earn money — it's as if you're being guided by an unseen hand, heading in the right direction … and everything falls into place.

The key to your life and to creating your own economy is not that you settle for the "safe" thing that will bring in the money. The key is to turn and do what you really love. Fall in love with an idea. That's your life! That's your purpose. And your purpose will be the compass that keeps you on the chosen path towards creating your own economy.

FALL IN LOVE WITH AN IDEA

More often than not, when we think of "love," we tend to think of two human beings in love. When they're in love, they enjoy the same ideas; their feelings are in harmony.

Love is resonance. Love occurs when two entities are on the same frequency. So, when a person falls in love with an idea, his or her conscious and subconscious are resonating … they're in sync. And, it's what's going on in the mind that dictates the vibration of the body and moves the body into action. So, you must first allow yourself to fall in love with an idea … what is it you really love to do?

The psychologist Alfred Adler once said, "I am grateful for the idea that has used me." When you fall in love with an idea, it guides you …you don't guide it anymore.

Nor are you going to find yourself digging around for ambition or seeking to achieve your purpose. It'll push you out of bed in the morning long before your alarm clock considers doing the same. When you land on your purpose and truly start doing what you love, it's like being 12-years-old again, waking up to your first glorious day of summer vacation. What might have been drudgery for you just a day before is now grand opportunity and discovery. You're loaded with ambition.

Did the weather change? Did the sun rise several hours sooner?

Of course not. The only entity that changed between the last day of school and the first day of summer vacation was YOU. In similar fashion, acting on your purpose pushes your ambition through the ROOF. The gifts within you were programmed to SING in a spotlight on center stage! Ambition is the talent agent that promotes these gifts and believes in your gifts to get them to that stage. The performance you do from that stage … that's your life's purpose.

GETTING PAST THE NEGATIVES TO FIND YOUR TRUTH

Purpose gives meaning to WHY you're doing what you're doing. It's time to listen to that inner voice, to give serious attention to what comes naturally to you … to what gets YOU juiced … to what gets YOU moving at the start of each day. When you live your passion you'll never work another day in your life. You can create your own economy by staying on purpose and doing what you love.

It's time to sit down and have a serious truth session with yourself. Nobody knows your gifts better than you – it's an innate sense you have. I don't care what your parents, guardians, teachers, bosses, and best friends have said in the past … and neither should you. In this session, don't entertain ANY negatives about yourself, past or present, real or imagined.

Understand that negative images have been crowding your mind since your first week on this planet. Even your first school papers were marked in red slashes when you were "wrong." That red mark drew your entire conscious attention, even if it was the

only mark on the entire page. It shifted your energy completely; you might have brooded about it for days; it might have made you fearful of the next mistake you'd make. In many cases, it's this ongoing conscious attention on negativity and failure that keeps people from making any kind of different directional move in their lives.

You've had failings in your life. I've had failings in my life. When we fail, it's not a fault issue – we simply were not in harmony with what we were trying to do.You might have a failed relationship in your past that's left you with the opinion that it was your fault. You play the tapes back again and again rethinking what you said or how you acted. You're so embroiled in what you should have done differently that you're not seeing the bottom-line truth: The relationship was not in harmony, it wasn't resonating.

You might have failed in school. How can you get straight As with something you're not in harmony with? When I was in grade school, I was bored to tears. I didn't pay attention and I didn't get very good marks. Because I didn't get good marks in grade school, I expected the same – and my teachers expected the same – when I got into high school. So, what did I earn in high school? …Bad marks. In Canada, we high schoolers had the option of attending a more academic college setting versus a trade-school setting. I remember telling a teacher that I was going to be applying for the academic college, at which point I was immediately told, "Don't go there. You'll never do well in academics. Go to the trade school, instead."

See, the masses are obsessed with conformity rather than creativity. I know you've had a great deal of input from well-meaning people who would rather you just stick to the status-quo ... even if it's making you miserable. In their eyes, the status quo is safer … less invasive … more comfortable … and it doesn't push them into thinking about their lives.

I listened to my teacher. I conformed to what the masses thought of me, and off I went to trade school. I wasn't even there a month before I shoved my thumb into a bandsaw. Why did I fail there? I was going in the wrong direction. I wasn't on purpose. I wasn't listening to myself, to what was true within me. In fact, I didn't think I was very special. I spent decades of my life thinking I wasn't very special. You must recognize the unique gift of you. You're an individualized, phenomenal expression of life. If you start focusing on the mysteries, the spectacular parts of you that come together in perfect harmony in order to just accomplish the writing of your name … you begin to see the wonderful, complex person that you are. Add to that the ability to: paint in oils, put a car's engine together, program systems that make thousands of people's lives easier, play the piano without looking at a note, add and subtract reams of numbers, speak from a platform, match a person's hairstyle to their personality and lifestyle, fashion chairs and tables from a log of wood, put to paper a blueprint in your mind that becomes an architectural masterpiece … and you begin to discover the absolute, awesome uniqueness that resides only within YOU.

YOU'RE NOT ON THIS PLANET TO LIVE SOMEONE ELSE'S DREAM

What is it you love to do? Don't bother yourself with what anyone else says … that's why you're here. As I have already explained, when you're not on purpose, odds are that you're not going to build in the right direction. But equally as important is this: When you believe you've found your purpose, do not allow yourself to be dissuaded by others' opinions – don't allow them to tell you in which direction to build.

After about five years of working at Nightingale Conant, I landed on an alarmingly great idea … I was going to do this on my own.

I wanted to do just what my close friend and mentor, Earl Nightingale, was doing, but I wanted to do it under my own name and with the education and knowledge I'd been personally acquiring over all the years. So, I got a tape recorder – you know, one of those old fashioned kinds with the big buttons and the red "RECORD" button. You put the tape in and it click-click-clicks away while you talk into the microphone … that kind of thing. And I sat down and recorded my own thoughts on the subject of personal growth.

I needed someone to give me feedback, so I called up a good friend and told him I had a great idea I wanted to share with him. I took the tape and recorder up to his house, turned it all on and … well, Joel Goldsmith's phrase "Thunder of Silence" couldn't have fit the situation better. As the tape played on, the pressure in that room became enormous – it was his embarrassment for me. I eventually turned the tape recorder off, and mumbled, "Well, it was just an idea."

As I was driving back to my house, it hit me: I was letting him steal my dream! This was my DREAM! I wasn't going to let him steal my dream! And that's when it clicked in my mind … I can DO this.

Had I listened to him, I would have fallen off my life's purpose. I would have kept obtaining goals and building long-term visions in my head, but I would have been going in the absolute wrong direction.

See, if you're not on purpose, EVERYTHING is off course. When you have the right purpose, you'll easily develop the right vision. When you have the right vision, you'll quickly recognize the right goal.

PURPOSE LEADS TO VISION, VISION LEADS TO THE GOAL

Once you've found your purpose, how do you express it? By creating and maintaining a vision.

Vision is what you do with your life. Vision is the strategy behind the fulfillment of your purpose. You accomplish this strategy by creating several short-term goals to keep you on course.

Van Gough once said, *"I dream my painting and then I paint my dream."* We all know that Van Gough knew his purpose in life. His vision, then, was the completion of paintings, each uniquely different from the other. How he put his vision to canvas involved a series of short-term goals.

I work with a young woman who builds websites. Now, for most people, putting websites together can make your head hurt so bad that you just quit and decide to go do something else – anything else. Websites are complicated – and, unlike a house or an office building, you can build the whole thing before you realize you forgot to put in the plumbing…many websites aren't really functional.

But when this woman starts working on someone's website, she gets a feeling for what the client is looking for, and sees the site's entire blueprint in her head. Then she just follows the blueprint. See, she has the vision in her head – what she does to get from vision to a completed website is a series of short-term goals between herself and the programmer.

Vision is the key connector between one's daily goals and one's lifetime purpose.

FIX ON YOUR VISION, THEN PLOT YOUR COURSE

I had a wedding to attend in Gatlinburg, Tennessee. I had a few days to spare, and my wife and I enjoy each other's company, so I suggested to Linda that we drive instead of flying. She readily agreed and started collecting the maps we'd need for the trip. As we plotted the course, we would be driving from Toronto to Detroit, Detroit to Cincinnati, Cincinnati to Lexington, Lexington to Louisville and then into Gatlinburg. We were plotting the vision, you see, to get us from Point A to Point B. When we got in the car to begin the trip, which city was I thinking of? … Detroit. I had to get to Detroit first; if I missed Detroit, there'd be a good chance we wouldn't find our way to the wedding at all.

Detroit was first on my list – that was my GOAL. After Detroit was accomplished, Cincinnati became my goal and so on … all the way to my final destination – Gatlinburg, Tennessee.

I've had people come up and tell me that they've given up on their big dreams because they never seemed to get closer, no matter what they envisioned or tried. The error they're making is that they're looking for their Gatlinburg, Tennessee while they're still sitting in the driveway in Toronto. In many instances, they're writing their Gatlinburg goal on a Goal Card I've given them, or they're writing it in a journal somewhere. This is all well and good, but if you're not also plotting your course to get from where you are to where you want to be … if you're not figuring out the first goal for Detroit, then following that plotline forward in progressive order, you're going to end up in Montreal instead.

You've GOT to plot the course. Figure out what you need to do between here and there and make those your goals.

Once you have the course plotted, though, there are three very distinct rules of thumb I want you to remember.

First, just because you've plotted the course doesn't mean you can put your whole plan on auto-pilot. When pilots reach cruising altitude they'll quite often put the plane on auto-pilot and let years of genius physics and calculus computations steer the plane toward its destination. But even with auto-pilot, you've got to manually get the plane in the air and manually land it. And even with auto-pilot, you've got to keep an eye on your instruments and pay attention to possible curve balls Mother Nature might toss your way.

You cannot rely on auto pilot to get you where you want to go. You have to be personally involved and focused on the process.

Second, don't get so carried away with the details of plotting the action steps within your vision that you don't ever get out of your driveway. You know what I'm talking about – you see people around you do it all the time. They get so caught up in planning and charting and graphing their future that they never BEGIN it. This is fear in disguise – that's all it is. Your plan doesn't have to be perfect. Get the foundational elements in place and get moving.
Third, don't be so intent on motoring to Detroit that you miss the scenery along the way. You're on purpose … you're on your way … enjoy the journey, for heaven's sake. After all, that's what you're doing this for, isn't it?

WHEN THE VISION DOESN'T WORK

Now, it's imperative that you not confuse your purpose with your vision. In our solar system, the sun is the one stable element around which all the planets revolve. Your purpose is your sun. It doesn't move; it doesn't change.

Your vision and its subsequent goals are the planets that revolve around your purpose's perimeter.

People will often say that they THOUGHT they were keyed in on their purpose in life but, for some reason, nothing seems to be falling into place to further that purpose. They mistakenly conclude that it's the purpose that is off kilter.

While this may be true, in most cases it's not the purpose that's off-kilter – it's the vision that's not getting you there.

If you've really honed in on that inner voice … if you've been true to yourself … if you've not allowed any negativity to sway you from what you believe your purpose to be… if

you have duly noted that these unique gifts of yours actually run in your blood … then you're on purpose. It's simply time to do some analysis of the vision you've put in place. I want you to imagine that you're in Chicago and your goal is to go to Detroit.

Away you go in a rush. You're driving and driving, you stop and grab a coffee, you get back in the car and keep driving and … all of a sudden … you see a sign up ahead that says "Nashville, 186 miles." You think, "What the heck? I'm going to Detroit . Nashville is in the opposite direction."

You're concerned now and even a little worried. You might even be a bit miffed. But you keep driving in the same direction. An hour goes by and you see another sign … Nashville, 102 miles … at this point, you're downright annoyed.

"How in the world could this be happening?" you ask yourself. But you keep driving.

Now, if this were a real-life happenstance, you wouldn't keep driving. As soon as you would come across the FIRST indication that you were traveling in the wrong direction, you'd brake the car to a halt and do a U-turn right there on the highway. You'd bump across the dirt median between the two highways and you wouldn't even care if a sign stood right there telling you that this median was reserved for "official use only." "This IS official use!" you'd grumble to yourself as you swing across and merge with the oncoming traffic. "I've been going in the wrong direction for an HOUR, for heaven's sake!"

Why is it that in REAL life you'd have no compunction about immediately changing your direction … but when it comes to changing direction on the VISION you have in place, you keep driving in the wrong direction, even while you know it's the wrong place to go?

The key is that you take note of the "street signs" and indicators that are trying to alert you to the fact that you're going in the wrong direction. You know what those nudges are – they happen every day, these "inner knowers" that are working to keep you on track and on purpose. When you are not on track to your goal, when you are not moving on your vision, you're going to feel bad about yourself and what you're doing.

This is a clear indication that you're not on purpose. Your intuitive mind is screaming at you – intuition is that marvelous mental muscle that is telling us the direction we should be going. It's part and parcel of the orderly universe we exist in; it's here for a very definite reason.

There's a difference between bumping up against dead-end brick walls … this is where your intuition kicks in … and meeting up with resistance as you pursue your vision. When resistance comes up, that old, crotchety paradigm might perk up to assure you

that you're on the wrong path, that it wouldn't be this difficult if you were on the right path. Those old "quitter" programs in your head are not at all connected to your intuitive source, and as you get to know your "inner knower," you'll begin to recognize the feeling you get that distinctly separates intuition from a bad-talking paradigm. Resistance is not bad, it is not negative. The good that you are seeking is here – in fact, everything you're seeking is seeking you. Your action causes a reaction, and that reaction represents resistance. Remember that airplanes would not only not fly, but they would never get off the ground without resistance. When you are on purpose, your goal guides you toward the good you desire. And through the Law of Vibration and Attraction, the good you desire is moving in your direction. Keep going through the resistance and, as Henry David Thoreau said, you will "meet with success unexpected in common hours."

WHEN YOU'RE NOT DOING WHAT YOU SHOULD BE DOING

There's one last point I'd like to make about recognizing your purpose. More often than not, people have difficulty getting focused on what it is they're put on this planet to do because they're already doing something day in and day out that exhausts their time and, in the end, feel they are on the right track because they are covering most of their bills. Just because you have a 9-to-5 obligation and your bills are getting paid doesn't mean that you've figured out your true purpose. This fact, however, can often block or impede your progress toward that better and higher use of your time and talents.

Now, some people get stuck and are afraid or reluctant to make a move because they just can't see how their purpose will pay the bills. Furthermore, they have been programmed from infancy to believe it is better to be safe than sorry.

In this context, it's NOT better to be safe than sorry. When you picture yourself reaching the end of the road, do you think you'll be happy because you had a safe trip? But you never did the things that you dreamed about and, rather than reliving the exciting growth-oriented experiences that you had, you end up wondering what would have happened if you had stepped out and molded your own future.

On the other hand – there are people who land on their purpose and, throwing all caution to the wind, stop everything they're doing…including their paying jobs…to seek out this higher end for their lives.

While I have some admiration for this attitude and believe that people who take this action are eventually going to land on their feet, drastic action such as waking up and quitting your job tomorrow morning is not something I'd recommend. You see, you can't pursue your purpose if your basic needs of life are not met. Over the years, I've seen a number of people quit their full-time jobs because they want to devote more time and energy to building up this master plan, this dream in their mind. Within weeks, when they begin to see that their needs are not taken care of, they immediately begin to worry about "making ends meet" and they blow it.

When your needs are taken care of, you're free to move; you're free to take action.

Freedom is simply the clear expression of spiritual power to and through you. When you're enjoying freedom, you're free of constricting worry. You don't lie awake at night planning your escape from your less than satisfactory life … because you're already free.

It is absolutely essential then that, before you take any drastic action, you first sit down and decide what your true needs are. What do you need to survive – to pay rent, to buy food, to keep the lights on and the water running? What do you NEED – not WANT – what do you NEED in order to ensure that freedom in your mind and in your reality. Come up with a figure.

When you have that figure, give yourself a mental break for just a few hours, then come back to that figure and whittle it still further. What can you cut from the first figure you came up with? What can you honestly live without for a period of time? I have found that when people take a first run at what they need, it's usually more than what they need. We're talking only absolute essentials here so that you're free from worry.

Find a way to get that financial need met. Can you go to a part-time basis with your existing company? Can you switch to another position within your company that allows that part-time base? Can you find a new job completely that still gives you the freedom and flexibility to work a few hours, each and every day, on what your true purpose is?

JUST HOW AMBITIOUS ARE YOU?

And what are you willing to sacrifice or endure in order to get yourself moved onto this right track? The fact is, no matter how easily your purpose comes to you, you'll be asked to make sacrifices in order to fully bring it into your life. In order to have ANY good come into your life, you must create a space for it first. That's the law.

When I mention "sacrifice," there are people who envision some kind of Old Testament ritual that involves really unhappy goats … I'm not talking about that kind of sacrifice.

There's a common misconception out there that a "sacrifice" means you're losing something. You're not losing here.

When you're sacrificing something in order to operate at your higher level – your purpose and mission on this planet – you're just giving up something of a lower nature to bring in something of a higher nature.

You can't get to the top of the ladder unless you leave the bottom. This is true in every facet of life.

Think of the people who are looking for a new relationship, but they still haven't let go of the old one. Look at the people starting diet programs who just can't give up their morning bagel with cream cheese. And in today's economy, there are all kinds of people who have been downsized and are out looking for a new position – but they've still got the old position – with its negative emotional baggage – fixed in their mind.

What would you sacrifice in order to move into a new life … in order to obtain your dream … in order to do every day what you love to do?

As a guideline, I tell my coaching students and seminar attendees to consider sacrificing – first – what is not vital to your survival and – second – what is not required to achieve your purpose.

You're not going to endanger your life or the lives of those around you.

You're not going to give up your health. But you might give up something you enjoy as a pastime or hobby in order to devote more time to creating this dream of yours. You might be willing to endure a temporary cash crunch in order to get a brilliant idea up and running. You might be willing to give up one or two nights a week in order to receive the education, training or certification you need to get you one step closer to your goal.

How ambitious are you in reaching this stated desire? Ambition is the expression of your desire – it's the thing that drives you. Remember, I pointed out earlier in this session that ambition is the talent agent that puts you in the spotlight on the stage of life. It's the fuel that pushes you forward. It gives you confidence. I've often stated that confidence is strength with style. Arnold Palmer says that confidence is a mix of concentration and pure hunger.

There's an enormous difference between hunger and greed. Hunger is understanding that you have an infinite source of supply and that you're here to do God's work – after all, God is the creator and God's work is creation. It's why we all possess this hunger to express this power in a greater way every day.

Greed, on the other hand, indicates there is a limited supply and we may not get our share so we will take it from anyone and everyone. We don't care what happens to the next person – it's every man for himself.

When you're in harmony with the law, greed thinking does NOT exist.

So, let's review what we've covered:

We establish our purpose.
We build our vision.
We set our goals.

It's absolutely essential that the goal is something you want. There's no playing it safe by simply going after what you THINK you can do. You've got to want it. And you want it because it's moving you in the direction of your vision. It's not just getting a nicer car or earning an extra dollar – your goal is something you dearly want, it's your heart's desire. It's helping you move in the direction of your vision. Your vision was established with a long-term view of doing the thing you love doing, day in and day out on purpose, because your purpose is doing what you truly love to do.

Now you've got all three elements.

There need be no excuses. Regardless of what's happened up to this moment, it's part of the past. Forgive it. Release it from your mind. Abandon it. Rejoice. Wrap your arms around yourself and recognize what you truly love to do.

I've given you the compass – now stay on course.

PURPOSE

Les Brown, a personal friend and powerful example of what anyone can do with their life, states,

"The two most important days of your life are the day you were born and the day you discover why you were born."

I believe we can proceed on the premise that you are well aware of the day you were born. I want to suggest, if you have not already done so, you make today the day you discover why you were born. Take the time to discover your purpose. It really does not matter how much time it takes. All that matters is that you devote to this subject whatever amount of time it takes until you do discover your purpose. In the space provided state your purpose in as few words as possible.

VISION

"Dream lofty dreams, and as you dream, so shall you become.
Your Vision is the promise of what you shall one day be.
Your Ideal is the prophecy of what you shall at last unveil."
— JAMES ALLEN

Take a long-range view of all the things you want to accomplish in the future. The only criterion is that these "things" will help you execute your purpose. When you have it in mind, realize that you are imaging your vision. Now, capture this picture and paint it in words in a clear, concise statement.

GOAL

"Unless you try to do something beyond what you have already mastered, you will never grow." — RONALD E. OSBORN

Since we are working on creating our own economy and we are going to be studying Multiple Sources Of Income, we want to suggest that you truly stretch your mind insofar as your income is concerned. We encourage all members of the Chairman's Club, for example, to turn their annual income into a monthly income. Take the time right now to describe how your lifestyle would change if that were to happen for you.

Once you have completed that exercise, in the space provided below state the amount of money you intend to earn over the next 12 months (your goal). This is a major stumbling block in most peoples' lives. In deciding upon a goal, make certain it is something you really want. You do not have to know how you will achieve it. In fact, if you do know how it probably is a repeat performance. Always keep in mind that the purpose of a goal is to grow, not to acquire, but to grow.

Income Goal: ______________________________

The Paradigm Phenomena

LifeSuccess Productions
CHAIRMAN'S CLUB
Where Wealth is a Predictable Result

Paradigms & Praxis

PARADIGMS & PRAXIS

This program is based on the premise that you have rich resources lying dormant within you, waiting to be developed. The development of those resources will cause the manifestation of prosperity in your material world.

Material wealth is a normal and natural state for you to live in. This segment of **Create Your Own Economy** focuses on Paradigms and Praxis, and is designed to help you make the change that is required to achieve the results you desire. Do not permit the apparent simplicity of the various exercises to deceive you. Every exercise is directed at altering your CONDITIONED MIND, which is controlling your material wealth.

Intellectual comprehension of this program is not difficult. In a relatively short period of time, you will be prepared to correctly answer a battery of questions about your **Create Your Own Economy** program. Then, you could very quickly say "I KNOW" with respect to the various topics you are about to study. However, KNOWING and DOING are poles apart.

> ***"Education does not mean teaching people what they do not know. It means teaching them to behave as they do not behave."***
> JOHN RUSKIN

The compensation you will receive for giving the following exercises your full attention and most serious consideration will astound you. Start immediately to apply the various ideas from **Create Your Own Economy** in your daily life. The manifestation will be your reward for making such a commitment.

Paradigms – a multitude of habits fixed in your subconscious mind that are expressed in behavior without any conscious thought

Praxis – the integration of belief with behavior

PARADIGMS

Paradigms—what are they? Is it a buzz word for the information age?

Absolutely not. Paradigms could be controlling virtually every move you make. When you understand how to build a new paradigm that will lawfully guarantee the progressive realization of your worthy ideal, a paradigm to replace the one that presently controls your life, you will have opened a door to creating your new economy.

> *"To ignore the power of paradigms to influence your judgement is to put yourself at significant risk when exploring the future. To be able to shape your future you have to be ready and able to change your paradigm."*
>
> JOEL BARKER

Culture is founded on habits, work practices, attitudes, beliefs and expectations, otherwise known as paradigms. Armed with paradigms, you approach and react to the world around you, interpreting what you see and experience according to your shared understandings and those culturally determined guidelines. A paradigm, in a sense, tells you that there is a game, what the game is, and how to play it successfully. A paradigm shift then, is a change to a new game, or a new set of rules. And when the rules change, the whole world will appear to be changing. In other words, change your paradigms and you will change the way you create your own economy.

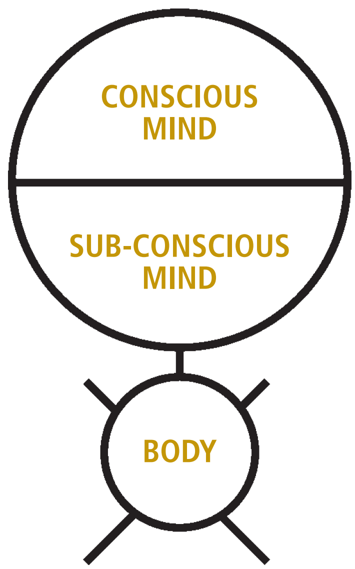
Ideally, any changes to an organization should be implemented simultaneously with a change in attitude of the members. In other words, the people's paradigms should be shifted at the same time the organization begins its transformation.

It's unfortunate that most of the organizations in the world are not preparing their people to make the personal paradigm shifts that are necessary. There are numerous individuals who lack the understanding required to adapt to the changes that are being forced upon them. If you truly want to create your own economy, you must not let the limiting paradigms of your environment (outer world) influence or alter your belief (inner world) in opulence as you create your own economy.

> *"People do not resist change, when it is their choice. People resist being changed."*
>
> MICHAEL BASCH

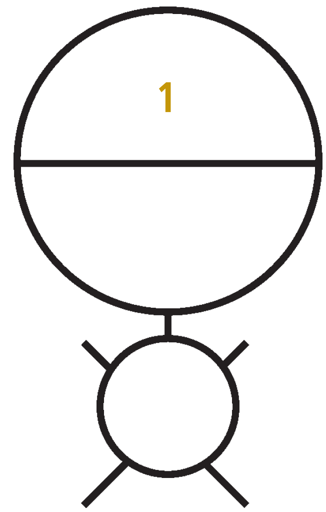
Throughout the **Create Your Own Economy** program, your attention is directed at the importance of your mind. The type of thoughts and ideas which occupy your consciousness is of paramount importance in developing prosperity in your life — creating your own economy. Your mind is either in an orderly or a confused state. Order must prevail in your mind if you ever hope to see it manifest in your material world. For over ninety percent of the population, confusion takes over when they begin to think of their mind. The reason for their confusion is obvious. No one has ever seen the mind. Mind is an activity not a thing. Therefore, no one has a clear-cut image with which to mentally work.

The drawing below will eliminate confusion and give you a model to begin working with as you proceed through this program.



(This model of the mind and body was originated by the late, Dr. Thurman Fleet of San Antonio, Texas in 1934 [circa]. Dr. Fleet was the founder of Concept Therapy.)

CONSCIOUS MIND



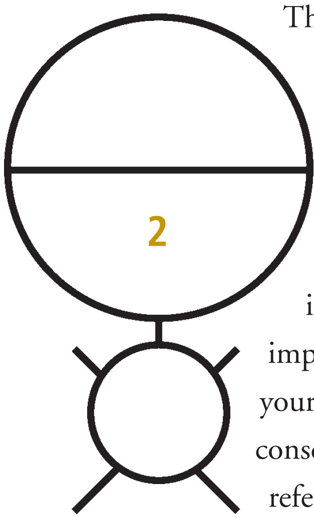
The conscious mind is the part of you that thinks ... reasons. Your free will lies in this part of your mind; therefore, it chooses your level of vibration. Your conscious mind can accept or reject any idea. No person or circumstance can cause you to think about thoughts or ideas you do not choose. This is important because the thoughts you choose will eventually determine your results in life. All pain, pleasure, abundance, or limitation is either originated in your conscious mind or accepted uncritically from an outside source.

As you accept a thought, it is impressed upon the second part of your personality (see Part 2).

"You become what you think about."

THINKING MIND

SUB-CONSCIOUS MIND



This is the part of you that is certainly the most magnificent. It is your "power center". It functions in every cell of your body. Every thought or word your conscious mind chooses to accept, this part must accept ... it has no ability to reject.

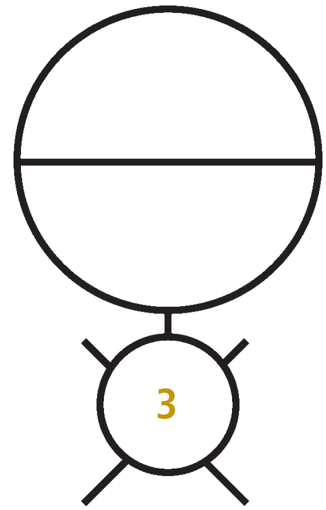
This part of you operates in an orderly manner. "By Law" it expresses itself through you in feelings and actions. Any thought you continuously impress upon your subconscious over and over, becomes fixed in this part of your personality. Fixed ideas will then continue to express themselves without any conscious assistance until they are replaced. (Fixed ideas are more commonly referred to as habits.) The sub-conscious mind is the Universal part of you referred to as Spirit. It knows no limits.

(Read *"The Power of Your Subconscious Mind"* by Dr. Joseph Murphy.)

CONDITIONED MIND

BODY

Although the most visible and obvious part of you, it is the smallest part. The body is the physical presentation of you, the material medium; it is merely the instrument of the mind, or the house you live in. The thoughts or images that are consciously chosen, impressed upon the sub-conscious (which is in every cell of your body), must move your body into action. The actions in which you are involved, determine your results.



No. 1—Thoughts; No. 2—Feelings, No. 3—Actions, No. 4—Results.

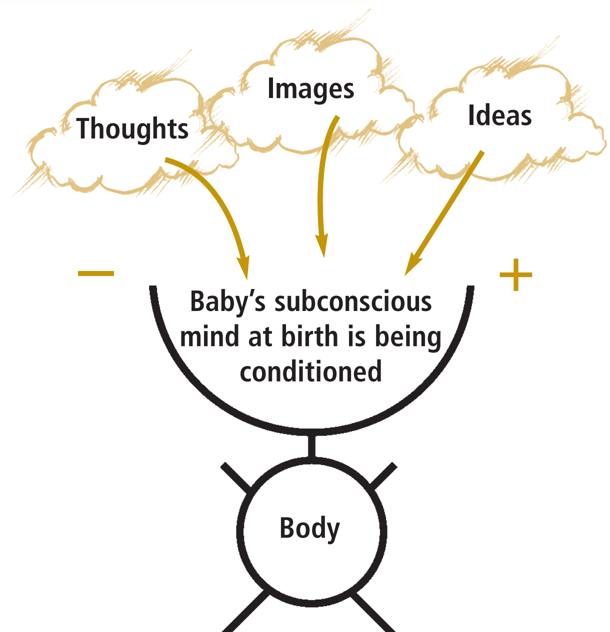
To change results—change thoughts, feelings and actions.
Keep it simple.

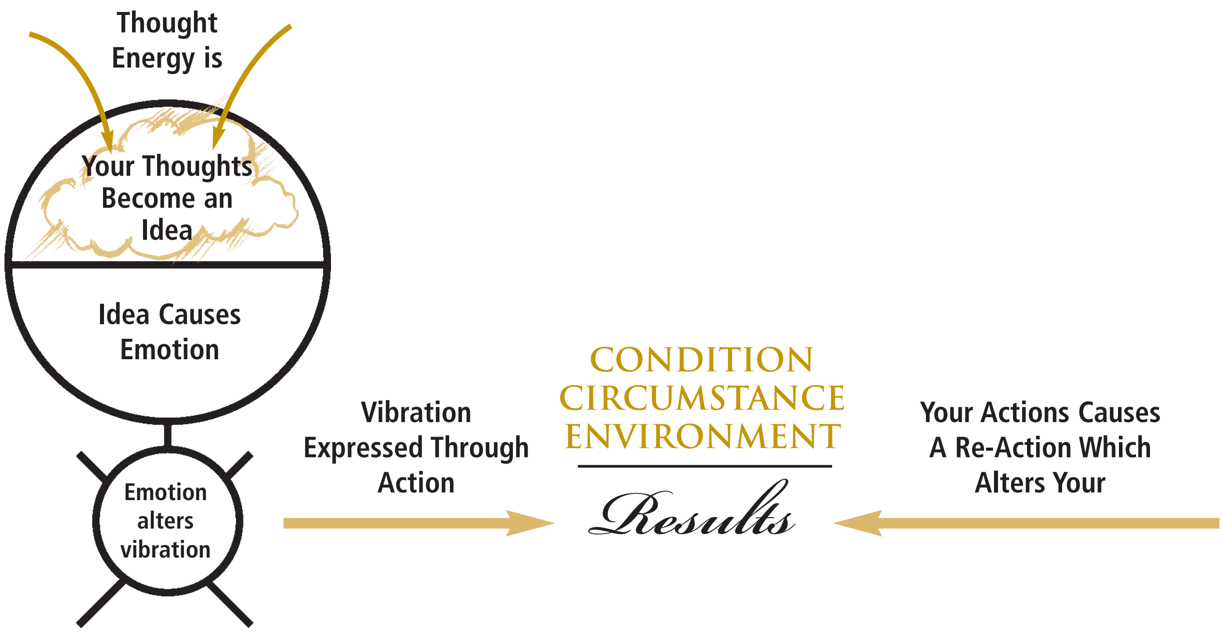
INSTRUMENT OF THE MIND

"As a person thinketh in their hearts, so are they."

JAMES ALLEN

When you were an infant and in the early years of your life, the ability to control what energy or ideas were entering your sub-conscious mind had not been developed. Consequently, you have been conditioned to accept many limitations. This explains why individuals will fight to hold onto their limitations. Ninety-five percent of our population would rather give up their rights than their customs.



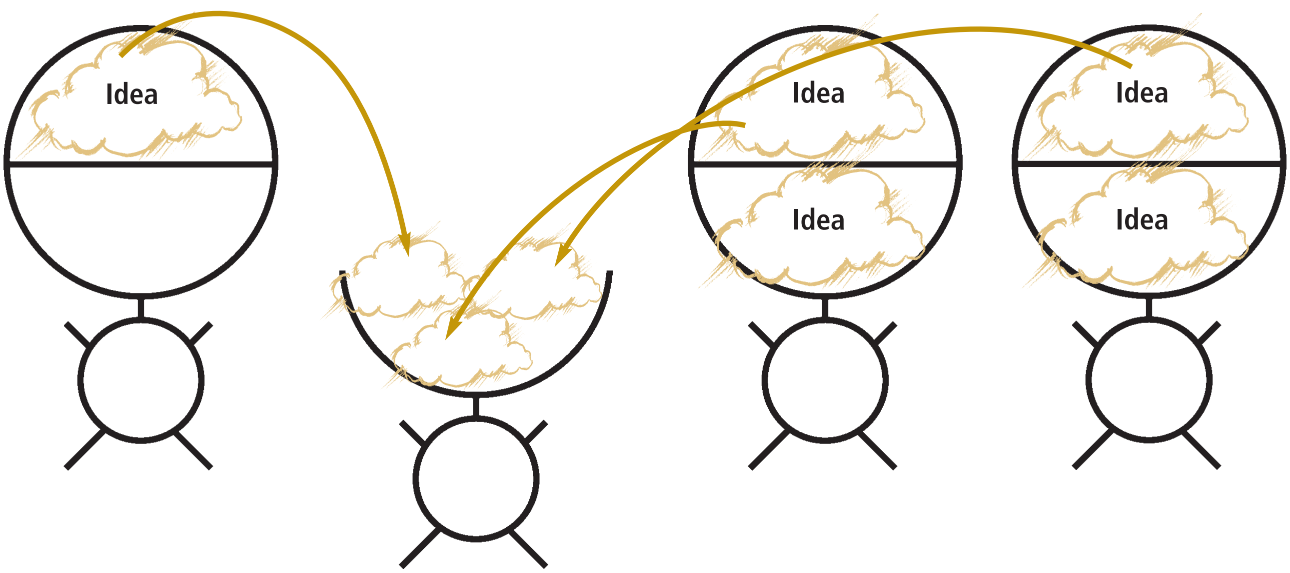

Thought
Energy is
Your Thoughts
Become an
Idea
Idea Causes
Emotion
Emotion
alters
vibration
Vibration
Expressed Through
Action
CONDITION
CIRCUMSTANCE
ENVIRONMENT
Results
Your Actions Causes
A Re-Action Which
Alters Your

PARADIGMS—OTHER PEOPLE'S HABITS

Paradigms can be likened to a program that has been installed in your brain; a program very likely written by people who loved you—good people, people who sincerely wanted nothing but the best for you.

> ***"Nemo dat quod non habet."***
> ***"You cannot give what you have not got."***
>
> HORACE (CIRCA 67 BC)

The people who were writing your program were giving you what they had been given, what they believed to be true. Unfortunately, they had no idea of what they were doing, the limiting beliefs that they were writing into your program, that could control the remainder of your life. Looking back from a more educated perspective, it is obvious the focus of the people who were raising you, was primarily for your physical well-being; they had little or no knowledge of what was happening to you mentally. It was generally believed if you were clean, warm and well-fed, the job was being properly done.



What were they thinking?
What were they doing?

What were they saying?
Their world was becoming your world.

> *"Our thought travels 930,000 times faster than the sound of our voice.*
> *No other force or power in the universe yet known is as great or as quick.*
> *It is a proven fact, scientifically that the mind is a battery force,*
> *the greatest of any known element."*
>
> RAYMOND HOLLIWELL, *Working With The Law*

MY NEW DESIRED PARADIGM

In an effort to help you understand the mental transition that is required to go from lack to prosperity with respect to money, I contacted Tiffany Baron, President of the Chairman's Club. She is an excellent example of what is possible by applying the concepts taught in **Create Your Own Economy**. The concepts are so transformational that she wanted everyone to understand them. She left her profession as an Electrical Engineer in order to head-up the Chairman's Club. She, over the past two years, has accomplished what most people merely dream about. I asked her to describe for me what her thought patterns were like with respect to money prior to the change taking place, and where her mind is today with respect to money.

LETTER FROM TIFFANY BARON

Prior to studying and understanding the concepts in **Create Your Own Economy**, *the thoughts that consumed my mind are listed below. I never really felt certain about money. The thought of money left me feeling uncomfortable at the best and full of fear at the worst. I see now that my problem was that I never really took responsibility for creating my own economy—not because I didn't want to but because I didn't think I could. When I began to understand the concepts of paradigms, praxis and MSIs my entire world began to change. My income didn't change immediately but I had hope. And as I've learned, when a person has hope, they have options. I had all sorts of options beginning to unfold. Money became a pleasant subject. It became a game and I was learning the rules of not only how to play but how to play to win. I really do love it, and the real fun is in teaching this to others.*

PRIOR TO CHANGE

My constant, habitual thoughts about money were:
"I don't have enough money."
"I'm afraid to look at my bank account balance."
"I can't afford what I really want."
"I can earn more money by working more jobs."
"I can save money by eating less meals."
"If I work harder, more hours, I can get a raise and then earn more money."
"I feel guilty about wanting more money."
"I feel guilty about spending so much money."
"I have so much debt."
"I will work the rest of my life to pay off my debt."
"A person has to be born into a wealthy family to be rich."
"A person has to be born into an educated family to be rich."
"I get defensive and secretive if someone wants to talk about money."
"I feel ashamed to talk about money."
"I will look for the cheaper items on a restaurant menu, and feel bad if I pick a more expensive item to eat."

NOW

My current constant, habitual thoughts about money are:

"I can earn money while I am sleeping (I find this amusing and fun, but it is real. The reality of it is probably what makes it so much fun).*"*
"I can earn more money by setting up more Multiple Sources Of Income."
"I decide how much money I am going to earn. (What a freeing idea! Why doesn't everyone understand it?)*"*
"I feel confident and secure to discuss the topic of money."
"I feel confident that I can earn a lot of money."
"I do what I want and know that I can afford it."
"I will raise my income to support the lifestyle I wish to live."
"I am so happy and grateful now that money comes to me in increasing quantities through Multiple Sources on a continuous basis." (Affirmation adopted from Bob Proctor)
"I go to restaurants, do not look at prices on the menu and pick the foods that I really want to eat. I gratefully and joyfully then consume my delicious meal."
"I create and can re-create my own economy."

YOUR PERSONAL PARADIGM

Now take the time to objectively look at your results with respect to money. Realize that is has been the thoughts that you have been emotionally involved with in the past that has caused those results. Give serious thought to the exercise Tiffany did, and use it as a model. First, describe your present situation. Second, describe your desired result.

"Only those individuals whose beliefs are sound ...are in harmony with the laws of the universe ... and have been integrated with their behavior, will emerge as real winners in the New Economy."

BOB PROCTOR

PRAXIS

Praxis has the potential to cause exciting and marvelous things to happen in many areas of your life with constant regularity. Praxis is a word that, until now, could be found in the vocabulary of very few people. If you have never heard the word, that's all right, your next door neighbor has probably never heard it either. What the airplane was to travel, what email is to communication, likewise Praxis is becoming to human development.

Praxis is the integration of belief with behavior

When you take the time to properly digest that meaning, you will realize you are working with a big idea. Praxis describes the mental-physical state a person is in which causes them to get the results they are getting. A deep understanding of the word will put you in the position to achieve any result you choose, including creating your own economy.

Is possibility, power and profit within your reach? A team of world class corporate educators say ... Yes. The world you woke up to this morning is very different from the one you entered at birth or even the one you woke up to yesterday morning. Your world is changing ... rapidly. Everywhere you look, life is being affected by change. The position you find yourself in today is without precedent. All of the preceding generations put together, would have never experienced the changes you have in your short lifetime.

You are a Participant in a New Economy

Dr. Christopher Hegarty, who is an international authority on how to adapt to the tremendous changes taking place, has stated, "You can no longer look to the past in an attempt to predict your future. A large part of the present is obsolete and ... for most people, much of the future is beyond comprehension." However on the bright side, Dr. Hegarty stated this is the most exciting time in all of human history to be alive, if you have the proper information. Take a close look at habit—then bring together these three concepts:

KNOWING · HABIT · PRAXIS
UNDERSTANDING AND ACTION WILL ELIMINATE FRUSTRATION

"Salespeople working on straight commission are the highest and lowest paid people in the world."

BOB PROCTOR

Take a moment and mentally play with this magic word—Praxis. Think deep penetrating thoughts about its meaning. Praxis means "the integration of belief with behavior." When you first run that definition across the screen of your mind, you might be inclined to say to yourself, "Everyone's beliefs are integrated with their behavior," but that is not correct. And, more often than not, when a person's beliefs are integrated with their behavior, their beliefs are false and their results range from bad to disastrous. Then there are numerous other situations where a person believes something which is sound, but they fail to integrate the belief with their behavior and their behavior becomes a physical contradiction to those beliefs. Again, the results are unwanted and unnecessary.

Courageously begin to analyze your beliefs, one at a time. Ask yourself if you have good and sound reasons for each of your beliefs. As you do this, you will find that many of your strongest convictions have absolutely no foundation. You will realize that some of your beliefs are totally absurd. Many of your beliefs you inherited ... you didn't even develop them yourself.

Review the following words. Imagine the most positive situation you are able to with respect to each word and write it in the space provided (all in the present tense).

UNLIMITED WEALTH

A SUPER-SUCCESSFUL BUSINESS

CREATE YOUR OWN ECONOMY

FIRST-CLASS VACATIONS

DREAM HOME

SOLID RELATIONSHIPS

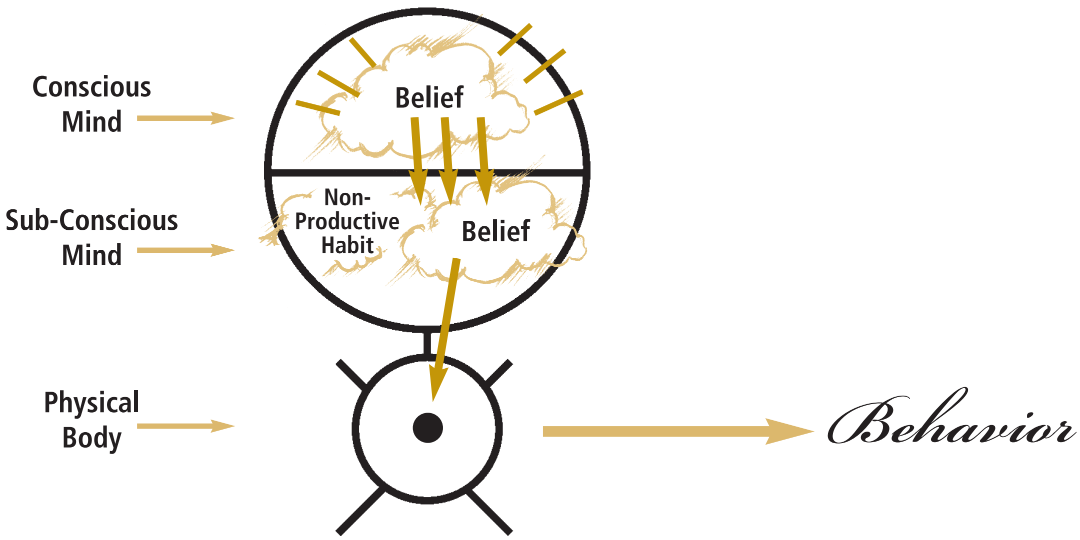
Do you believe that you can create the situations that you have just imagined? If you believe it, but are not experiencing it, understanding praxis will give you the results you are now only dreaming of. If you do not believe that you can, consider this for a moment: if one other person is enjoying the life you have just imagined, you can as well. However, you must begin to work on your belief system.

Our beliefs about anything are based upon our evaluation and we are free to reevaluate any of them at any time. As you begin to evaluate who you truly are and what you are capable of doing, you will find your belief about your own ability to enjoy the situations you just imagined change dramatically. It is recommended that you analyze your beliefs regularly ... it will be like mental house cleaning.

"The common denominator of success is in forming the habit of doing the things that failures don't like to do."

ALBERT E.N. GRAY

This image will assist you in understanding how to INTEGRATE the things you are not doing, that you know how to do (BELIEFS), with your behavior.



THERE ARE ONLY TWO WAYS TO INTEGRATE YOUR BELIEF WITH YOUR BEHAVIOR:

1. Constant, spaced repetition
2. Emotional impact

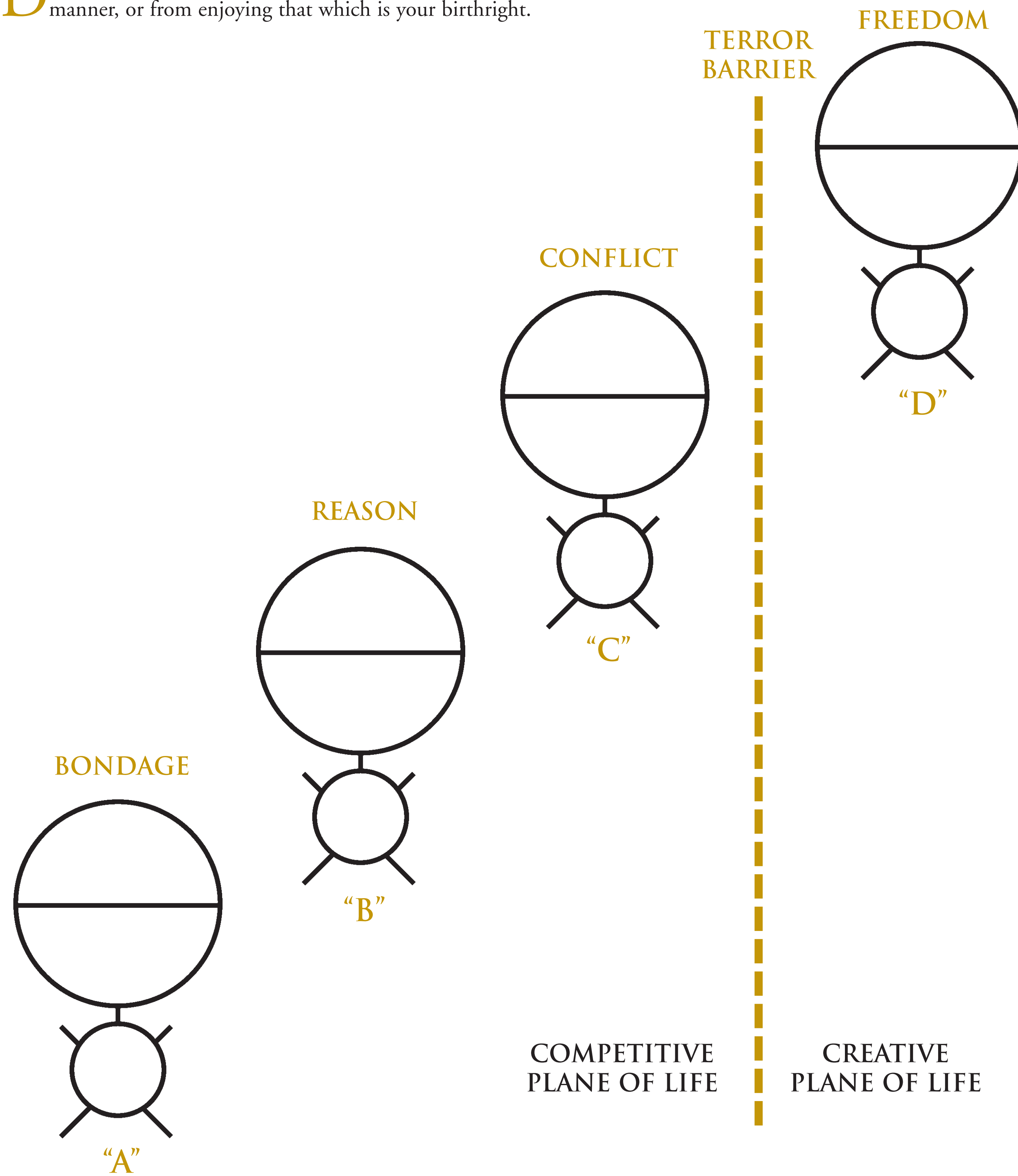
PHYSICAL BODY

Habits are ideas that automatically express themselves through behavior without any conscious thought. They are ideas that are fixed in the sub-conscious mind.

Nonproductive habits can be overpowered through the repetition of affirmations that are planted in the sub-conscious mind with strong emotion.

LET GO OF THE PAST

Do not permit old conditioning to prevent you from performing new acts in an efficient and effective manner, or from enjoying that which is your birthright.



"You will either step forward into GROWTH, or you will step back into SAFETY."

ABRAHAM MASLOW

Sense of Urgency

LifeSuccess Productions
CHAIRMAN'S CLUB
Where Wealth is a Predictable Result

Super achievers do a tremendous amount of work in a minimum period of time. They have long list of projects, which they complete daily. Goal achieving projects, in other words, work that counts. They are not just busy for the sake of being busy. They are effective because they have this tremendous Sense Of Urgency with respect to matters, which need to get done. They are also great risk-takers. No one could ever accuse them of playing it safe. They take tremendous risk that may be calculated risk, but are still definitely risks.

RISK-TAKING

The dictionary defines risk as *"to expose oneself to the chance of loss,"* and make no mistake about it sometimes risk-takers do lose. However, even taking the losses into consideration, risk-takers believe they are still way ahead compared to playing it safe.

You may avoid suffering and sorrow if you don't risk, but you simply cannot learn, feel, change, grow, love, live. The greatest hazard in life is to risk nothing. The person, who risks nothing, does nothing and has nothing. Only a person who risks is free.

What causes individuals to shy away from taking a risk, even if it is a low risk and will give them something they really want? Well, certainly high on most people's list would be fear of loss, failure and perceived humiliation if the loss were to occur. Why would we automatically think that we would fail at something? Why wouldn't we first try and see, and then if we did fail, learn from that experience and move on? What causes us to have these thoughts of inferiority?

Well, I believe it dates back to our little life. And, since risk-taking, to my knowledge, is not a subject that is taught in school, it would lead me to believe that a person's fear of taking risks might stem back from before they can even remember. When you were a child taking your very first steps, it wasn't uncommon to hear one of your parents or guardians say, "Be careful, you might fall." Or, "Don't do that, you'll…." Though some of this is rhetoric and you don't really pay much attention to it, for some, it begins the pattern of playing it safe.

Think of how much better equipped we would be to face life's challenges and succeed, if we had repetitively heard, "Take a chance and don't worry about falling, because you're going to fall … probably quite often. Falling is an important part of learning." Many of the greatest lessons you'll receive in life are going to come from falling … from your failures.

Failing will never make you a failure unless you quit. Unfortunately, very few people heard that when they were small. The vast majority of our population has been mentally programmed to play it safe. "Go slow." "Don't Rush." "Be thorough." "There's lots of time." The truth is that there is not a lot of time, which is why so many people find themselves at the end of the road with nothing but a closet full of regrets. The winners, few in number, take great risks, live life to the fullest and do everything with a sense of urgency. Yet oddly enough they move through life in a very calm, confident manner.

When you were born, just a little baby, you were a natural-born risk-taker. When you decided you wanted something, you wanted it now. A baby never considers the

consequences of falling when it is learning to walk. Falling is acknowledged as a natural consequence to learning to walk. I guess you could call it a calculated gamble; it's a prerequisite to mastering a myriad of motor skills required to get you on your feet and moving. It's a natural progression in movement. Why then, wouldn't we stop to consider that any movement into unchartered territory should be viewed with the same consideration? What happens to us? Why is it that we do not see the process of reaching our goals to be similar to the ones the baby must take in order to learn to walk? There will be some stumbling and falling in the learning process, but success can only be reached when we are prepared to take those steps, all of them, even the ones where we may fall down. The real win is the confidence and experience we acquire which translates into new opportunities for growth, enjoyment and expansion in all areas of our life.

When I was a youngster in school, I participated in track and field. Pole-vaulting was my specialty; it was the one event I seemed to excel at. I clearly remember knocking that bar flying more often than I cleared it. I also remember I was not very enthusiastic when that happened. Knocking the bar off left me with a feeling that because I had failed, I was a failure. I had failed and as I remember, no one advised me of anything different. In retrospect, it would have been an excellent opportunity for one of my teachers to help me understand one of life's greatest lessons.

But, it never happened and it would be many years before I learned the truth, the hard way. While we're still on the topic of children, I'll throw up another caution flag. There's a four letter word that most parents use around their children so frequently, that the children pick it up and before too long it is buried in the treasury of their subconscious mind. That four letter word is CAN'T. This word has done more damage than a lot of other frowned upon four letter words put together. I know of some forward-thinking parents who have literally banned that word from their children's vocabulary!

Can't is a word that paralyzes any constructive progress. It switches your mind into a negative frequency. It is a four letter word that will open your mind to a never ending flow of logical, practical reasons which will enable you to justify why you are not able to do something you sincerely want to accomplish.

The only alternative to that four-letter word is its polar opposite – I CAN. I can is far more important than IQ. You don't necessarily have to be very smart to win … but you must be willing and you must have a definite sense of urgency. Reaching the goal is not success; success is moving toward the goal. When I was knocking down the cross bar, I was attempting to reach the goal. I was stretching, giving it everything I had. That could hardly be considered failing. Every time I tried to clear the bar, I was risking being ridiculed by the other kids. I risked having them laugh at me when I missed … and they did laugh. However, every time I ran

down the field and lowered the pole into the box, attempting to vault myself over the bar, I was challenging myself. Taking risks is essential when you want to reach a goal, and the purpose of goals is growth. When you challenge yourself, you bring more of yourself to the surface. If you knock the bar flying today, at least you will know you are challenging yourself; you're a success!

If you dream of living your life in a really big way, you must accept risk-taking to be a very real part of the apprenticeship you must serve. You must have a sense of urgency. There can be no "dragging our feet." You must get up and get going. Make a decision right now to change. Decide this very moment there will be no more playing it safe and no more "saving it for a rainy day" type thinking in your life. There will be no more taking another week to do what you can accomplish in a day. When people get caught up in the habit of saving for a rainy day, that is generally what they get…a rainy day.

I clearly remember the first time I heard Earl Nightingale. Earl was telling a story about a farmer who was out walking in a field. He looked down and saw a tiny pumpkin growing on a vine. Nearby, he spotted a small glass jar. The farmer reached down and placed the tiny pumpkin inside the small jar. The pumpkin continued to grow until it filled the inside of the jar. Beyond which it could not grow.

There are a number of people like that tiny pumpkin. They limit themselves and refuse to take a risk. They never truly test the strength of their abilities. You will never get to second base if you keep one foot on first. Too many people go through their entire lives playing their cards close to their chest leaving the important tasks they could have completed today. They never develop a sense of urgency throughout their entire life. They never step out and bet on the surest thing in the world ... themselves.

If you are going to **Create Your Own Economy** and hope to accumulate great wealth or achieve high goals, history records that the first few steps have a high degree of risk. You must turn your back on safety and security, and move at accelerating speed. To make it big, you must take big risks. You will very likely have to put yourself in a highly vulnerable position. Eleanor Roosevelt said, "You gain strength, courage and confidence by every experience in which you really stop to look fear in the face." Follow her advice and liberate yourself from the crippling emotional state of fear and enter into a world of freedom.

SENSE OF URGENCY

History has recognized many great men and women who were serious risk-takers that accomplished more with their lives in five years than the majority of people do in their entire lifetime. This year, there are individuals in your industry, and very likely many of them in your company, who may accomplish more in the next twelve months than most people will accomplish in their life time.

These so-called super achievers stand out in a crowd, like a brilliant beacon in a dark night. They earn a large share of the world's rewrds. A couple of questions you should ask yourself are:

What makes these people great?
Can I develop their great qualities?

The answer is – yes, you most certainly can!

There are many very positive characteristics, which are habitual in the personalities of these men and women, and one that they all share in common is:

"A Sense of Urgency"

People with a Sense of Urgency very rarely ever rush and are seldom in a panic. Hurry, rush, and panic are mental states that individuals who do not have a Sense of Urgency experience whenever they have a lot to do. They also cause confusion wherever they go. Individuals with a Sense of Urgency always have a lot to do. They know they will get it done, and they complete their projects in a calm, confident manner. They are professionals.

Your **Create Your Own Economy** program is designed to assist you in developing an awareness of the great value in risk-taking and having a Sense Of Urgency. Realize that your Sense Of Urgency will always be in direct ratio to your commitment to results insofar as any particular project is concerned.

Developing a Sense Of Urgency into becoming a habit is a project in itself. The length of time it will take you to form this habit will be predicated on your degree of commitment to your goal.

FORM THE HABIT OF A SENSE OF URGENCY

There may be nothing wrong with you,
The way you live, the work you do,
But I can very plainly see
Exactly what is wrong with me.
It isn't that I'm indolent
Or dodging duty by intent;
I work as hard as anyone,
And yet I get so little done.
The morning goes, the noon is here,
Before I know the night is near,
And all around me, I regret
Are things I haven't finished yet.
If I could just get organized!
I oftentimes have realized
Not all that matters is the man;
The man must also have a plan.
With you, there may be nothing wrong,
But here's my trouble right along;
I do things that don't amount
To very much, of no account
That really seem important though
And let a lot of matters go.
I nibble this, I nibble that,
But I never finish what I'm at.
I work as hard as anyone,
And yet, I get so little done,
I'd do so much you'd be surprised,
If I could just get organized!

-- DOUGLAS MALLOCH

Doing at once what needs to be done, will increase the possibility of success.

SENSE OF URGENCY EXERCISE

See yourself as a powerful risk-taker with a tremendous sense of urgency. You now accomplish in a week what previously took you a month, which is how the big income earners create their own economy. Now, write out a compelling affirmation that describes you as a great risk-taker with a tremendous sense of urgency.

Multiple Sources of Income

LifeSuccess Productions
CHAIRMAN'S CLUB
Where Wealth is a Predictable Result

Prosperity is Available to Those Who Choose It

I CHOOSE TO EARN:

$ ______________________________

____
Signature

M.S.I. TECHNOLOGY

Multiple Sources of Income (MSI) is a technology, which will permit you to multiply your present income by providing service beyond that which you are presently providing at your primary source of income.

ADDITIONAL SERVICE = ADDITIONAL INCOME

Through M.S.I. Technology you will earn many times what you are presently earning at your primary source of income. M.S.I. is a concept, which has been adopted by almost all very wealthy people. Multiple Sources of Income is exactly what it says it is:

INCOME FROM MULTIPLE SOURCES.

M.S.I. is not another JOB.
M.S.I. is not a better JOB.
M.S.I. is not even a JOB.

M.S.I. is a way of adding a new dimension of excitement and fun to your everyday life, while you are becoming very wealthy and creating your own economy.

An M.S.I. is an idea that you are in harmony with.

An M.S.I. is an idea which enables you to provide service to humanity in a lawful manner for which you will be fairly compensated. The compensation you receive from each M.S.I. could be minimal or it could be millions of dollars per year.

MULTIPLE SOURCES OF INCOME

There are a million ways to earn a million dollars. We recommend you choose several that you love, like, want to do, that you have confidence with, and that reward you financially, psychically and emotionally.

Your mission, should you decide to accept it, is to create your own economy and earn millions of dollars yearly from multiple sources of income. This is income beyond your current job, vocation, career or livelihood. It could be a vertical or horizontal market extension of what you do; a new paper business, finder's fees, brokerage, becoming an information utility, selling something, finding something, or getting paid in 101 different, new and exciting ways. It only takes ONE BIG IDEA, well executed, to harvest you a cool million dollars.

MULTIPLE SOURCES OF INCOME DEFINITIONS

Multiple More than one

Source An ever present beginning place. Herein defined as money-earning ideas, taking form and resulting in profit(s).

Income Earnings coming in (to me) in every form and fashion. For example, cash, notes, appreciation of assets, more ideas, perks, benefits, fame that becomes fortune (i.e., the movie ***The Secret*** put Bob Proctor in front of 300 million people worldwide).

Plus Is positively looking at ideas and constantly improving them so they serve more and earn greater profits. Ideally you have a great business idea, stretch it then ask your Mastermind team to stretch it (plus) some more.

Intellectual Property An intellectual property may consist of nothing but an idea that you create in your own mind. The Law Of Perpetual Transmutation decrees that any idea that is held in the mind and properly nourished must move into its physical or financial counterpart. Intellectual properties come in any number of forms, including: information-business packaging books, CDs, DVDs, software, postcards, reports, radio broadcasts, plays, movie scripts, cartoons, licenses and more.

YOUR SEVEN FORTUNE BUILDER ASSETS

1. **Time** – We are all rich in 24 daily hours to be invested or spent

2. **Energy** – Our personal energy flow increases as we are on-purpose towards our goals

3. **Know-how** – Our personal know-how and do-how vastly exceeds our normal activity now

4. **Wealth building drive** – Our deep desire with a conscious commitment gets great financial results

5. **Self-confidence** – Our self-confidence is self-generated and expanded with small steps, positive feedback and support group

6. **Follow-through** – Inspect what you expect, do all you promise and goal map; plus a little extra for good measure

7. **Flexibility** – Entrepreneurs need to navigate the ever-accelerating acceleration of change and decide to be cat-like, landing solidly on your feet every time with zero-defect management strategies

You Have All These Assets Right Now.

Multiple Sources of Income is a concept we each individually need to buy, own, master and use. It's not much different then any one person having multiple roles as a human being. For example, a woman might simultaneously be a wife, mother, employer, employee, choir performer, friend, confidant, etc.

Our mind is multi-modal. We can drive a car, eat food, chat with a passenger and hear the toddlers fastened in their rear-passenger car seats. We all can do many tasks, because we all have to. Realize, once you see the possibilities that come with having Multiple Sources of Income, you will begin to create Multiple Sources of Income. Once you are consumed by this idea, you will begin to attract great wealth…because it will be attracted to you.

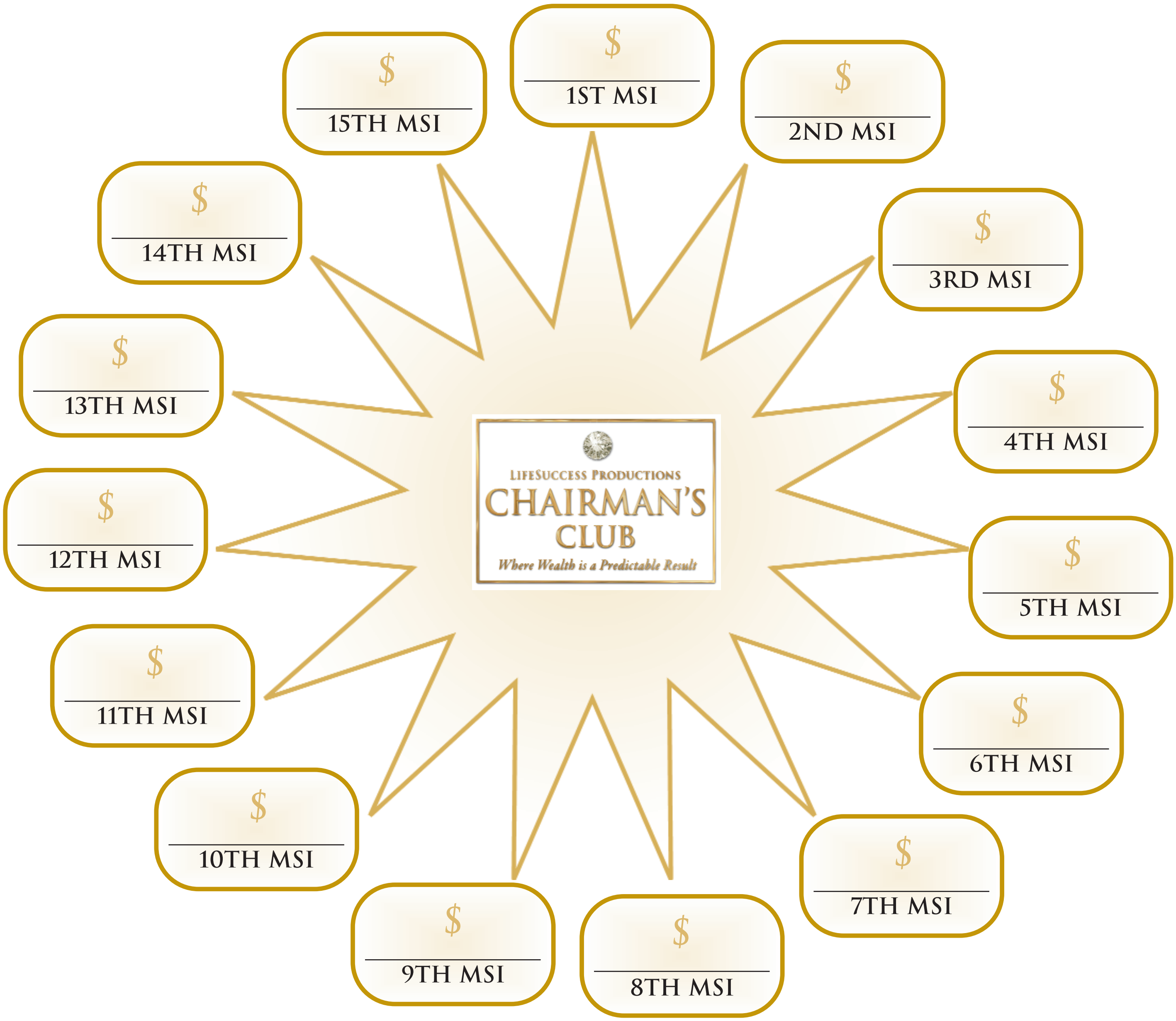
WHAT DOES IT TAKE TO EARN A MILLION DOLLARS A YEAR?

1. If you work 250 days x $4,000 daily = $1,000,000 yearly
2. If you work 200 days x $5,000 daily = $1,000,000 yearly
3. If you work 100 days x $10,000 daily = $1,000,000 yearly
4. If you sell two million cookies at $0.50 each = $1,000,000 (Debbie Fields earned $131 million in 1989.)

The question is:
Can anyone make $1,000,000 in one transaction?
The answer is a resounding YES.

The best formula I know of for earning comes from Dr. Buckminster Fuller:
RW = I + E
Real Wealth = Ideas + Energy

THE CHAIRMAN'S CLUB WHEEL OF FORTUNE



You decide on the number of M.S.I.s that you will have.

"If a person advances confidently in the direction of their dream and endeavors to live the life they have imaged, they will meet with success unexpected in common hours."
THOREAU

WAIT FOR THE WHOLE PICTURE

A person's financial worries are frequently caused by the person trying to make decisions before they have sufficient knowledge. Doubting your ability to multiply your income may be natural but definitely not necessary. The various components of the **Create Your Own Economy** program you are studying and applying will come together like a giant mosaic. Do not be concerned if you are having difficulty seeing how you are going to reach the objective you have set for yourself.

Just See the End Result

When you create the picture in your mind of how you will live when you reach your income objective, understand that the creative process has begun. It is only a matter of time before your new lifestyle becomes a physical reality. By constantly visualizing that picture, it will eventually become a desire and provide the necessary motivation for you to discipline yourself in forming new habits. New habits will create new results – your new economy.

Whether you feel comfortable with or believe that you can create your own economy ... it is not important at this point in the creative process. The Belief and Feeling will come to you as the other parts of the whole picture are put in place in your mind.

**Don't be concerned where your good will comes from.
It is here and with increased awareness you will see it.**

"Go as far as you can see, when you get there you will see how you can go farther."
THOMAS CARLYLE

"The absence of evidence is not evidence of absence."
PRICE PRITCHETT, PH.D.

My M.S.I. Commitment

"There is a difference between interest and commitment. When you're interested in doing something, you do it only when it's convenient. When you're committed to something, you accept no excuses, only results."

KENNETH BLANCHARD, PH.D.

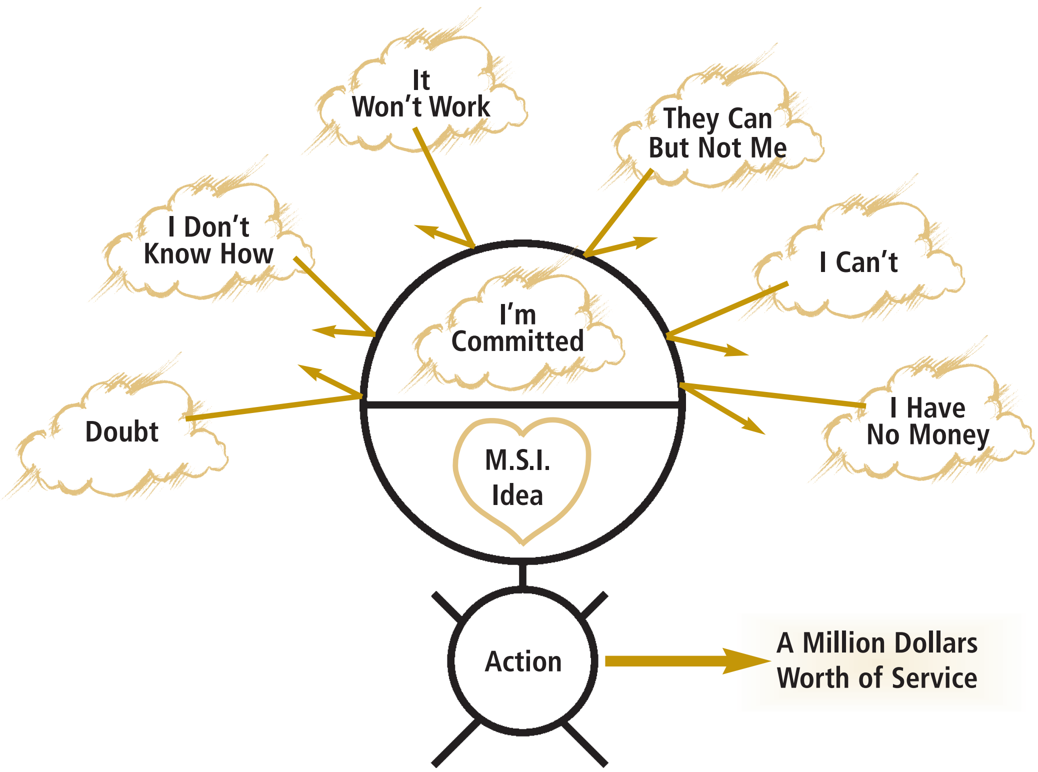
I ______________________________ make this irrevocable commitment.
Without violating the rights of others or the Law of my being. I commit to do whatever is required to efficiently and effectively execute the Multiple Sources of Income (M.S.I.) Technology in the most professional manner possible. I commit to place the highest priority possible on this Technology until it has become a habitual part of my nature. I recognize M.S.I. Technology as the catalyst which will enable me to multiply my present annual income. I create my own economy by setting up Multiple Sources of Income.

______________________________ ______________________
Signature Date

"The Accumulation of great fortunes calls for power, and power is acquired through highly organized and intelligently directed specialized knowledge, but that knowledge does not, necessarily, have to be in the possession of the person who accumulates the fortune."

NAPOLEON HILL

Accentuate the Positive
Reject the Negative



Potential M.S.I.

"I will induce others to serve me, because of my willingness to serve others."
NAPOLEON HILL

____
Date

Indicate the Best with *	I am a creative being that can originate multiple ideas or Multiple Sources of Income.
*	1. Introduce others to the Chairman's Club
	2.
	3.
	4.
	5.
	6.
	7.
	8.
	9.
	10.

"The best way to get a good idea is to get a lot of ideas."
LINUS PAULING,
Nobel Physicist

Indicate the Best with *	I am a creative being that can originate multiple ideas or Multiple Sources of Income.
	1.
	2.
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	14.

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"The best way to get a good idea is to get a lot of ideas."

LINUS PAULING,
Nobel Physicist

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Create Your Own Economy

For over 40 years, Bob Proctor has focused his work and teachings on helping people use the power of their mind to achieve wealth, rewarding relationships and spiritual awareness. He is the best-selling author of ***You Were Born Rich*** and ***It's Not About The Money***, and he has transformed the lives of millions through his books, seminars, courses and personal coaching. A Teacher for the wildly popular The Secret, Proctor is considered one of the living masters and teachers of the **Law of Attraction**.

Proctor believes that now is the time, more than ever before, to invest in you. Mastering money is like a giant puzzle…it only really makes sense when you can put all the pieces together, and that is what Proctor does for people. The newly-released program, **Create Your Own Economy**, teaches what you need to know to THRIVE, not just survive.

What You Will Learn:

- How getting what you want in life is no accident...finally discover why.
- Why your comfort zone is a terrible place to be.
- How to take positively charged actions to achieve the luxuries and beautiful relationships you dream of.
- How to develop a fail-proof action plan for success.
- Why your life is the way it is, and exactly how to improve it quickly and effortlessly.
- The best way to insulate and protect yourself in turbulent times.
- How to develop a self-image that works FOR you, not against you.
- How to **Create Your Own Economy** for wealth...despite the "doom and gloom" in the media.

www.bobproctoreconomy.com
1-800-972-2660
support@bobproctoreconomy.com

LifeSuccess Productions
CHAIRMAN'S CLUB
Where Wealth is a Predictable Result



Bob Proctor
Founder and Chairman of LifeSuccess Productions

Widely regarded as one of the pioneer masters and teachers of The Law of Attraction, Bob Proctor has brilliantly unleashed the true potential of people's minds for over 40 years. Founder of LifeSuccess Productions, Proctor authored the best-selling book *You Were Born Rich* and is a direct protégé of Earl Nightingale, the undisputed master of changing lives by changing how you think. As Doug Wead, former Special Assistant to the President in the Bush Whitehouse Administration so eloquently remarked, "Zig Ziglar may be the master motivator, Mark Victor Hansen of *Chicken Soup For the Soul*, the master storyteller; Anthony Robbins may be the guru of personal development, but Bob Proctor is the master thinker. When it comes to systematizing life, no one else can touch him. He is simply the best." Bob Proctor is one of the world's leading experts in teaching individuals to push past their comfort zone towards unimaginable success.



Gerry Robert
Co-Chairman, LifeSuccess Publishing and Vice-Chairman, The Science of Getting Rich

Gerry Robert brought himself out of poverty to earning over $1million in a single year. Now he's a mentor to some of the highest income earners in multiple industries. Robert has spoken to over 1 million people around the world. Executives from IBM, Shell, Air Canada, McDonalds, Royal LePage, The Royal Bank of Canada, Nesbitt-Thompson, Scotia Bank, GM, Canada Dry, John Deere, CIBC, Prudential, Re/Max, Malaysia Airlines, John Hancock, Bank of Montreal, Trimark, Hewlett Packard, Boeing, Texas Instruments have attended Gerry's power-packed seminars.

Robert oversees LifeSuccess Publishing, which produces and publishes books for professionals as a way for them present their expertise in a more in-depth and credible way.

He also is the senior executive for ***The Science of Getting Rich***, a LifeSuccess seminar program based on the contents of Wallace D. Wattles ***The Science of Getting Rich*** book that was written in 1910.

Robert is a father to three sons and has been married for over twenty years to Anne, who was his childhood sweetheart. He also is a former minister, best-selling author, columnist, speaker and consultant operating throughout North America and Asia.



Tiffany Baron
President of Bob Proctor's Chairman's Club

Tiffany spent nearly 10 years working in Corporate America as an engineer, but like many had a desire for something more. It was that intention that led her to Bob Proctor, enabling her to discover the beauty of human potential. After becoming actively involved in various aspects of LifeSuccess Productions, Tiffany pursued additional creative endeavors that resulted in a joint venture with Bob Proctor; she was able to build a successful masterminding and global communication center for like-minded individuals to collaborate at a global level.

Tiffany has been involved in the self-development industry for over seven years. She is gratefully assisting people around the world in realizing and achieving what they truly want to be, do and have.

 Produced and Recorded by John Ystrom